

New Start VCT Social Marketing in South Africa

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Social Marketing

- Is the adaptation of commercial marketing techniques for social goals
- Makes needed products and services available and affordable to low-income people
- Encourages adoption of healthy behavior via innovative marketing campaigns

VCT Social Marketing

- Objective is to expand the availability and use of VCT services by:
 - creating a network of high-quality VCT sites
 - creating consumer demand for VCT services through social marketing/demand creation
 - enabling network VCT sites to meet on-going and growing consumer demand for VCT services

New Start Program (Background)

- Part of strategy to expand public demand for and public access to VCT
- Designed to complement, not duplicate, Government VCT services
 - Collaboration: SFH and GOSA
- Funded by Centers for Disease Control and Prevention (CDC) through PEPFAR

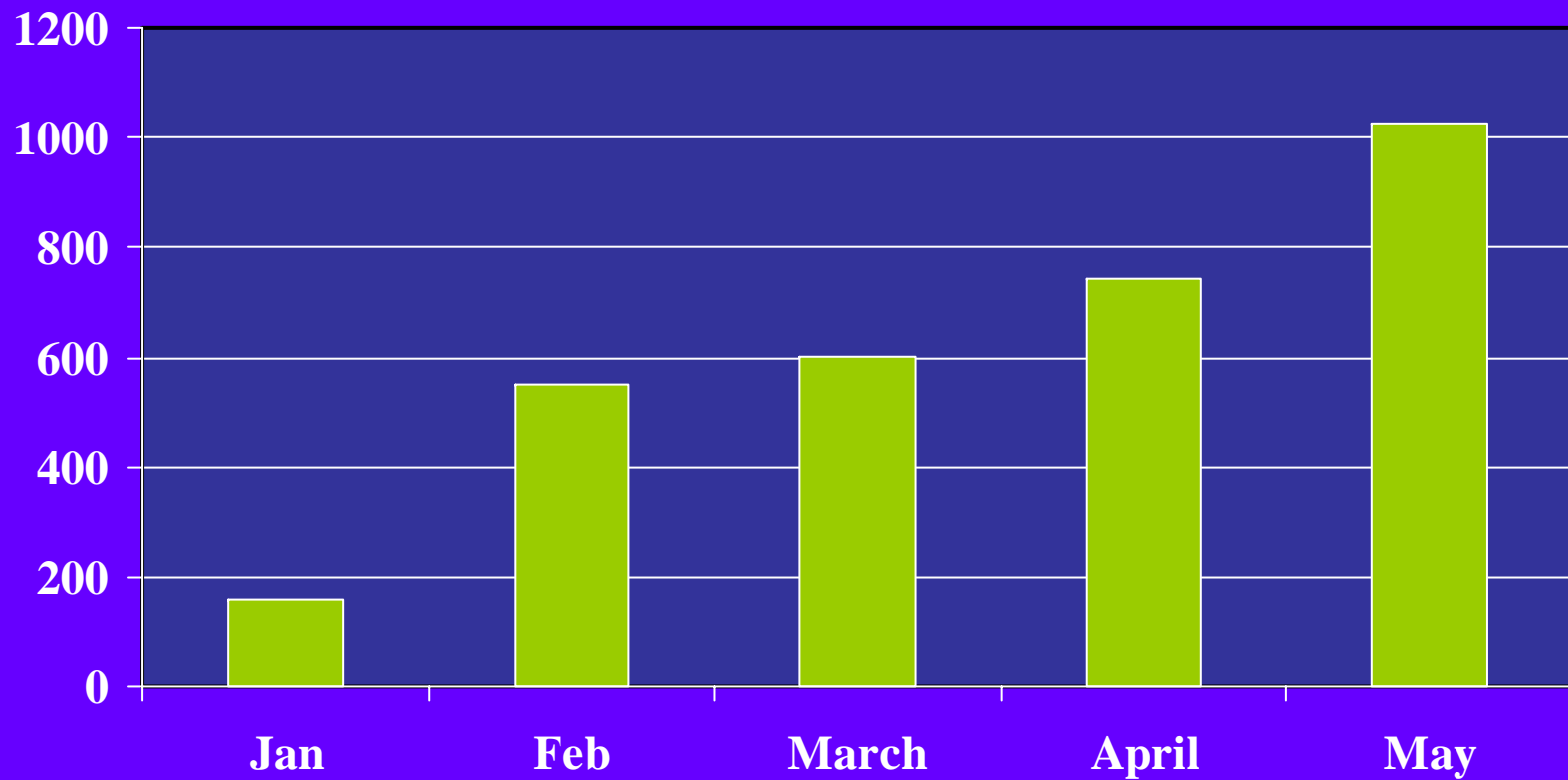
Key Elements of SFH-PSI VCT Programming

- Standardized service delivery standards and protocols
- Staff training
- Monitoring compliance with standards and norms
- Ongoing technical support for sites
- Strong referral networks
- Communications/demand creation
- Fee charged R25

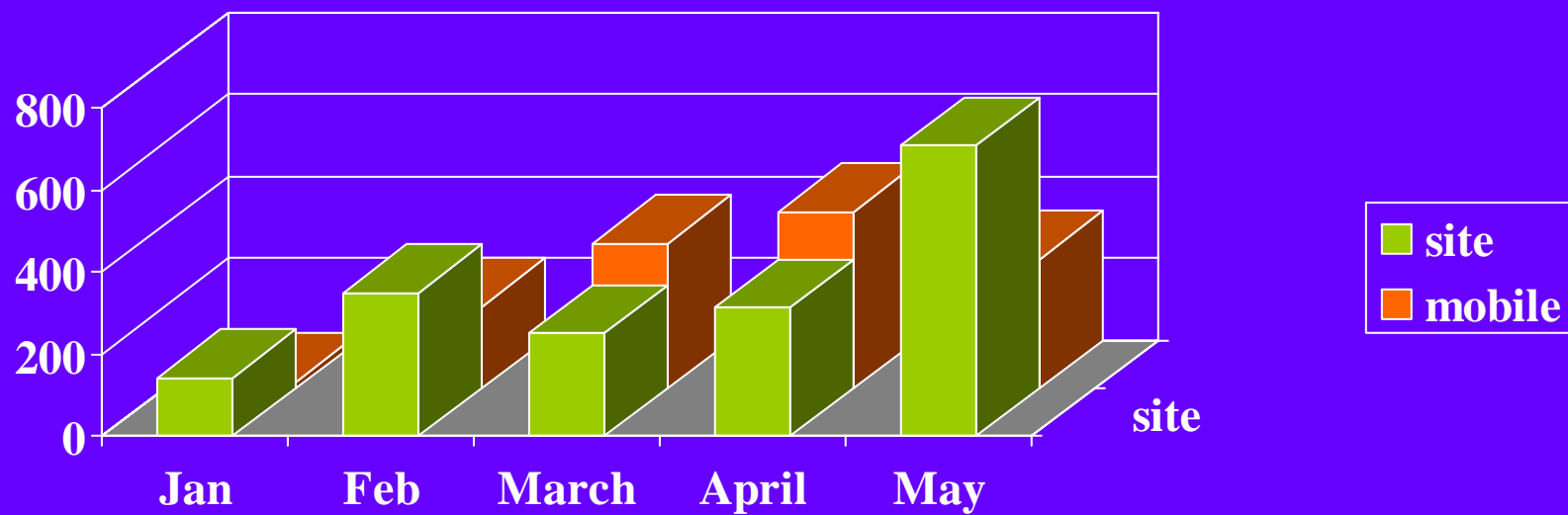
New Start Program

- Three sites: Johannesburg, Durban and Cape Town CBDs
- Mobile VCT outreach from each site to communities
- VCT taken to the workplace
- Launched TV advert and put up billboards

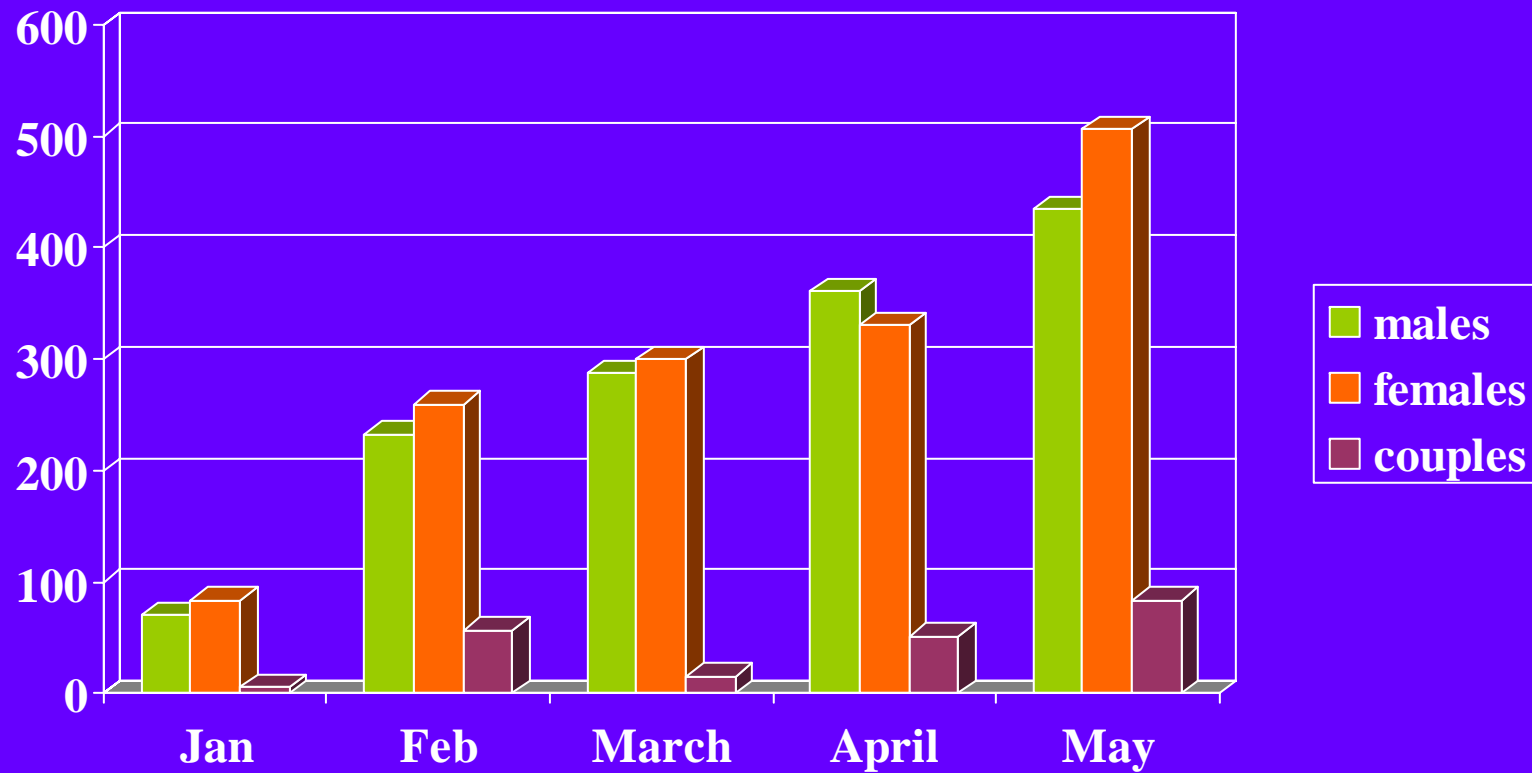
New Start client flow



Jan – May Mobile VCT



Client type



Analysis

- A total of 3326 clients has been seen
 - 98% of these got tested
 - 39% were seen on mobile
 - 7% are couples
 - 45% are males
 - 21% of clients positive

Quality Assurance

- Standardized Client Intake Forms
- Client Exit Interviews
- Mystery Client Surveys
- Counselor Reflection Session Forms
- Periodic external quality assurance checks using standardized instruments
- Regular Counselor Supervision
- MOU with National Institute for Communicable Diseases (NICD)

Challenges

- Getting couples in for VCT
- Tracking clients we have referred
- Response to the service rather slow

Future plans

- Add more services from existing centres – CD4, STI treatment.
- Introduce franchising to make it easier for NGOs to provide VCT services.
- Reinforce provision of VCT in the workplace
- Establish stronger links with churches

